<u>What is claimed is:</u>

1. A researching method for interests in commercial goods
by using electronic catalogue including interactive 3D image
5   data, the method comprising the steps of:

recording groups of images creating a 3d display effect
when it is provided to a client on a server, wherein each
group of images having a multi-layered resolution, and the
images each being constructed of a multiplicity of segmental
10   images;

preparing electronic catalogue documents containing a
display information relative to several groups of images to be
provided with a lowest resolutions on initially being
displayed, and display effect control tags against the groups
15   of images such that an image insertedly displayed as part of
contents of catalogue documents to raise a 3D display effect
while the 3D display effect can be controlled by the client
when the client having been accessed at a remote state can
view the catalogue document;

20   providing a state where the prepared electronic catalogue
document can be view by the client;

collecting, classifying and recording a display control
signal when the client views the electronic catalogue
documents and transmits the display control signal for
25   controlling display effect against the groups of images for
being insertedly displayed on the electronic catalogue
documents and producing enlargement/reduction display effect;

and

analytically evaluating observational behaviors relative
to goods image displayed on related display screen, on the
basis of records of the display control signal from the client

5 who has viewed the electronic catalog documents.

2. The method as defined in claim 1, wherein the step of
evaluating further comprises the step of analyzing related
display image and frequency and observation period for

10 observing a particular domain or a particular position of
display image, based on the display control signal sent from
the server.

3. The method as defined in claim 1, wherein the step of

15 preparing the electronic catalogue documents further comprises
the step of preparing electronic catalogue documents for
comprising at least one link data for indicating a connection
between part of screen displaying the interactive 3D image and
other documents, whereas the evaluating step further comprises

20 the step of clicking a specific part of related display image
to analyze frequency of calling other documents connected to
the part thereof.

4. The method as defined in claim 2, wherein the step of

25 preparing the electronic catalogue documents further comprises
the step of preparing electronic catalogue documents for
comprising at least one link data for indicating a connection

between part of screen displaying the interactive 3D image and other documents, whereas the evaluating step further comprises the step of clicking a specific part of related 3D display image to analyze frequency of calling other documents

5   connected to the part thereof.

     5. The method as defined in claim 1, wherein the step of providing the electronic catalogue documents on a state where a client can read same further comprises the step of

10   transmitting the electronic catalogue documents to clients via electronic mail.

     6. The method as defined in claim 2, wherein the step of providing the electronic catalogue documents on a state where

15   a client can read same further comprises the step of transmitting the electronic catalogue documents to clients via electronic mail.

     7. The method as defined in claim 3, wherein the step of

20   providing the electronic catalogue documents on a state where a client can read same further comprises the step of transmitting the electronic catalogue documents to clients via electronic mail.

25   8. The method as defined in claim 5, wherein the step of transmitting the electronic catalog documents to clients via electronic mail further comprises the step of mechanically

inputting predetermined electronic mail address for classifying return mails and reply mails on a sender address list.

5   9. The method as defined in claim 6, wherein the step of transmitting the electronic catalog documents to clients via electronic mail further comprises the step of mechanically inputting predetermined electronic mail address for classifying return mails and reply mails on a sender address

10   list.

10. The method as defined in claim 7, wherein the step of transmitting the electronic catalog documents to clients via electronic mail further comprises the step of mechanically

15   inputting predetermined electronic mail address for classifying return mails and reply mails on a sender address list.

11. The method as defined in claim 8, wherein the

20   electronic catalogue documents transmitted via electronic mail are added by a view termination notifying tag for providing to a server system a view termination signal for indicating an electronic mail view termination when a client closes a text of an electronic mail.

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12. The method as defined in claim 9, wherein the electronic catalogue documents transmitted via electronic mail

are added by a view termination notifying tag for providing to
a server system a view termination signal for indicating an
electronic mail view termination when a client closes a text
of an electronic mail.

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13. The method as defined in claim 10, wherein the
electronic catalogue documents transmitted via electronic mail
are added by a view termination notifying tag for providing to
a server system a view termination signal for indicating an
10 electronic mail view termination when a client closes a text
of an electronic mail.

14. The method as defined in claim 1 further comprising
the step of notifying to a client administrator a fact that a
15 particular client has started a specific display image when a
client views the electronic catalogue documents and
transmission relative to groups of images to be insertedly
displayed onto the electronic catalogue documents is started
from the server to the client.

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15. The method as defined in claim 14 further comprising
the step of automatically notifying to a client a message
priorly set up relative to related image following receipt of
a fact that the view has been started.

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16. The method as defined in claim 14 further comprising
the step of adding to the electronic catalogue document a view

termination notifying tag for providing to the server system a view termination signal for indicating catalogue view termination when the client closes the text of the electronic catalogue document, and the step of providing to the client

5   administrator a fact that a particular client has terminated a view of particular display image along with an analytic evaluation result of observational behavior against goods image displayed on related display image when a view termination signal for indicating catalogue view termination

10   is provided.

17. The method as defined in claim 1, further comprising the step of adding a view termination notifying tag to the electronic catalogue document for providing to the server

15   system a view termination signal for indicating a catalogue view termination when the client closes the text of the electronic catalogue document and the step of providing to the client administrator a fact that a particular client has terminated a view of particular display image along with an

20   analytic evaluation result of observational behavior against goods image displayed on related display image when a view terminal signal for indicating catalogue view termination is provided.

25   18. A researching system for interests in commercial goods by using electronic catalogue including interactive 3D image data, the system comprising:

means for recording groups of images on a server, wherein each group of images having a multi-layered resolution and creating a 3d display effect when it is provided to a client, and the images each being constructed of a multiplicity of
5   segmental images;

means for preparing electronic catalogue documents containing a display information relative to several groups of images to be provided with a lowest resolutions on initially being displayed, and display effect control tags against the
10   groups of images such that an image insertedly displayed as part of contents of catalogue documents to raise a 3D display effect while the 3D display effect can be controlled by the client when the client having been accessed at a remote state can read the catalogue document;

15   means for providing a state where the prepared electronic catalogue document can be read by the client;

means for collecting, classifying and recording a display control signal when the client reads the electronic catalogue documents and transmits the display control signal for
20   controlling display effect against the groups of images for being insertedly displayed on the electronic catalogue documents and producing enlargement/reduction display effect; and

means for analytically evaluating observational behaviors
25   relative to goods image displayed on related display screen, on the basis of records of the display control signal from the client who has read the electronic catalog documents.

19. The system as defined in claim 18, wherein the means for analytically evaluating further comprises a means for analyzing related display image and frequency and observation period for observing a particular domain or a particular position of display image, based on display control signal sent from server.

20. The system as defined in claim 18, wherein the means for preparing electronic catalogue documents prepares electronic catalogue documents for comprising at least one link data for indicating a connection between part of screen displaying the interactive 3D image and other documents, whereas the means for analytically evaluating further comprises a means for clicking a specific part of related display image to analyze frequency of calling other documents connected to the part thereof.

21. The system as defined in claim 19, wherein the means for preparing electronic catalogue documents prepares electronic catalogue documents for comprising at least one link data for indicating a connection between part of screen displaying the interactive 3D image and other documents, whereas the means for analytically evaluating further comprises a means for clicking a specific part of related display image to analyze frequency of calling other documents connected to the part thereof.